

MULTIMEDIA



UNIVERSITY

STUDENT ID NO

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# MULTIMEDIA UNIVERSITY

## FINAL EXAMINATION

TRIMESTER 2, 2017 / 2018

**LIC1027 – INTERCULTURAL COMMUNICATION**  
(All Groups)

12 MARCH 2018  
9:00 A.M. – 11:00 A.M.  
(2 Hours)

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### INSTRUCTIONS TO STUDENTS

1. This question paper consists of 1 printed page with 1 section only.
2. Answer **ALL** questions.
3. Write your answers in the Answer Booklet provided.

**SECTION A (50 MARKS)****Instruction:** Answer all questions.

1. Explain five characteristics of culture. (10 marks)
2. Assimilation strategies and accommodation strategies are two of the three strategies that cultural people use to communicate with dominant people. Explain the following:
  - a) Assimilation strategies (6 marks)
  - b) Accommodation strategies (6 marks)
3. Mark Cole (1996) proposed five categories of conflict. Explain these categories. (10 marks)
4. Intercultural relationships are relationships that are formed between individuals from different cultures.
  - a) What are three common benefits of having intercultural relationships? (6 marks)
  - b) Discuss the three common challenges in intercultural relationships. (6 marks)
5. U-curve theory of adaptation, by Sverre Lysgaard (1955), posits that migrants go through three fairly predictable phases in adapting to a new cultural situation. Explain these three phases. (6 marks)

**End of Paper**